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-RESEARCH ARTICLE-

EXTENSION OF INTENTIONS TO USE BOOKING MOBILE APPS WITH SERVICE QUALITY AND CUSTOMER SATISFACTION: INSIGHTS FROM JORDANIAN HOTELS

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—Abstract—

In today's world, technology has significantly simplified life, with technological and communication advancements becoming commonplace. Relationships between service quality (SERVQ), perceived usefulness (PU), perceived ease of use (PEOU), customer satisfaction (CS), and intention to use booking mobile apps (ITU) are examined. In addition, the study described the relationships between the TAM-integrated factors. A quantitative approach utilizing the questionnaire technique was used to verify this model. Based on a convenience sample, four hundred questionnaires were administered among customers reserving mobile apps in Jordanian hotels. Using AMOS, the data was examined. The results indicate a correlation between service efficacy on PU and PEOU. In addition, PU and PEOU have a substantial relationship with CS. The analysis also revealed that CS has a direct effect on ITU. Additionally, CS acts as a mediator between PU, PEOU, and ITU. In conclusion, customer contentment and service quality are crucial factors for telecommunications companies seeking to survive in the current competitive market.

Keywords: TAM, customer satisfaction, service quality, Jordan, booking mobile apps.

1. INTRODUCTION

Globally, the general public's access to and use of online registration systems has increased over the past decade. Tourism and hotel industries have grown despite the effects of the recession and terrorism (Ghaith, 2020; Mensah, 2022). In addition, the hotel industry has become highly competitive due to the proliferation of hotels and apartments around the globe. For hotels to remain competitive, it has been suggested that they must leverage their resource platform to accomplish organizational efficiency across various parameters (Espino-Rodrguez et al., 2022).

The Internet has become an essential marketing platform in the hotel industry (Haldorai et al., 2022). Unlike traditional hotel booking through travel agents, online hotel booking offers consumers access to more images and videos, a comprehensive description of the hotel and destination, competitive pricing, and no additional booking fees (Ghaith et al., 2018). Due to the convenience and cost/time savings, Jordanians increasingly use the Internet to book hotels and investigate brands, prices, and services. Numerous hotels have responded to this trend by establishing secure online services.

Moreover, businesses endeavor to provide customers with the highest quality service possible to ensure their satisfaction and attract new customers. Nevertheless, despite these efforts, the companies continue to confront threats to their survival (Joudeh, 2017). In light of this, most booking mobile applications in Jordanian hotels require new modifications and enhancements to increase their activities to survive. Ismail et al. (2018) and Joudeh (2017) state that mobile apps must focus on satisfying customers'

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needs and desires by providing high-quality services to increase their customers' attraction and intent to use their mobile services.

Several theoretical models, including the Technology Acceptance Model (TAM), have been proposed to cast light on the drivers of IT acceptance (Davis, Bagozzi, & Warshaw, 1989; Venkatesh et al., 2000). TAM is one of the most influential models that explain IT adoption behavior, with the primary goal of providing a foundation for determining the influence of external variables on the internal beliefs, attitudes, and intentions of users and potential users (Alshehri et al., 2019). The Technology Acceptance Model (TAM) asserts that ease of use and usefulness are significant determinants of IT adoption among users and organizations and that they form the basis for attitudes toward using a specific system and, ultimately, for determining intention to use and actual use behavior (Davis, Bagozzi, & Warshaw, 1989). Most researchers have used TAM to investigate the adoption of new technologies and to identify the factors influencing the acceptance of mobile app services among consumers. Therefore, this study considers both usability and examination utility.

Kamal et al. (2020) state that TAM is the most widely accepted and utilized paradigm among IS studies for examining system use and acceptable behavior. Consequently, this research employs TAM as the underlying theory to analyze the study variables. This quality of literature on technology use and acceptance behavior examined attitude as a mediator between behavioral intention and several factors. Although attitude was included in the original TAM, this study does not include attitude. This is because, based on empirical evidence, the final version of the model excluded attitude due to its insufficient mediating effect on the relationship between perceived ease of use, perceived utility, and intention (Davis, Bagozzi, & Warshaw, 1989).

In a related study, the attitude of customers did not predict the adoption intention of technology services, and Tu et al. (2021) designated perceived usefulness and perceived ease of use as substitutes for attitude toward technology use and acceptable behavior. Therefore, attitude is also excluded from this research.

2. LITERATURE REVIEW

2.1 Service Quality and Perceived Usefulness

Davis, Bagozzi, and Warshaw (1989) identified Perceived Usefulness (PU) as an essential cognitive belief in technology acceptance across a broad spectrum of technology contexts. It is significant in service quality contexts such as e-commerce (Nguyen et al., 2020), higher education (Twaissi & Al-Kilani, 2015), online banking (Mohammad et al., 2020), and mobile services (Enas, Abdul Aziz, Ghaith, Puspa, & Abdul Malek, 2018; Wang et al., 2019).

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(Sim et al., 2021) Research indicates that PU significantly influences users' attitudes toward the use and behavioral intentions. When consumers search for a brand among various organizers, the utility of mobile companies is easily perceived and identified (Aburayya et al., 2020). Davis, Bagozzi, and Warshaw (1989) and Enas, Abdul Aziz, Ghaith, Puspa, and Abdul Malek (2018) found that PU can enhance customers' behavioral attitudes and intentions toward service usage when service quality reaches a certain threshold. Prior research has focused on the adoption of mobile and ICT-related IT services. Inadequate research has been conducted on hotel booking applications for mobile devices in the Middle East, including Jordan. Consequently, the purpose of this study is to use the TAM model with quality of service and its dimensions to investigate the usefulness and quality of the service provided by the company, thereby determining the attitudes of the users and their intentions regarding the services of booking mobile apps to close the gap in the research. Researchers, therefore, investigate the following hypothesis:

H_1: Service quality has a significant effect on perceived usefulness.

2.2 Service Quality and Perceived Ease of Use

(Haming et al., 2019) defined service quality as a global perception or attitude regarding the overall excellence or superiority of the service, as an overall evaluation of the quality of a product or service. Quality is essential for a service-oriented business because it strongly influences the customer's expectations for any product or service (Hamid & Nick, 2019). It is plausible that perceived ease of use (PEOU) influences consumers' initial intent to use a service and customer attitude (Fu et al., 2020).

Several prior empirical studies indicate a relationship between service quality and perceived ease of use in various contexts, such as Mobile Banking (Vahdat et al., 2021). The results of this study indicate a significant positive relationship between perceived ease of use and the quality of mobile banking services. The Learning Management System study (Hamid & Nick, 2019) investigated. Students' perceptions of the Learning Management System's usability revealed a correlation between service quality and perceived usability, influencing their learning attitude and intent. Additionally, mobile service is available (Enas, Abdul Aziz, Ghaith, Puspa, & Abdul Malek, 2018). PEOU has been identified as the primary construct for investigating and evaluating user adoption of booking mobile app services and a significant driver of customer service intention.

In addition, companies must provide quality service under competitive conditions, i.e., consumers must be satisfied with their attitude and intent to use the mobile phone service before using it. On the other hand, they view the service as user-friendly if they can access it anywhere and at any time. Thus, PEOU is regarded as one of the success factors regarding the intention to use mobile phone service in service industries, particularly the hotel industry. According to (Koksalmis & Gozudok, 2021), the service sector should

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combine the service quality and technology acceptance models due to the lack of literature regarding service quality and simplicity of use. This study applies the TAM model to service quality in mobile booking applications. Researchers, therefore, investigate the following hypothesis:

H_2: Service quality has a significant effect on perceived ease of use.

2.3 Perceived Usefulness and Customer Satisfaction

According to Davis, Bagozzi, and Warshaw (1989), perceived utility is the most significant contributor to behavioral intentions. In marketing and information technology, perceived utility (PU) and usability have been routinely employed to evaluate new products or systems. Choudhury & Raj (2022) found that perceived utility (PU) significantly positively affects satisfaction. Specifically, if consumers perceive an online experience as beneficial, they are more likely to develop satisfaction and positive attitudes toward it (Wu et al., 2022). Consumers are satisfied when they perceive online experiences as valuable and easy to use (Kamal et al., 2020).

According to Grover et al. (2019), perceived utility is the extent to which an individual believes using a particular system will improve their job performance. In Internet banking, the perceived utility has been associated with transaction convenience, online requests for cheques/drafts, monthly statement reviews, and online payments. These benefits are anticipated to increase over time due to technological development (Iriani & Andjarwati, 2020). Several studies have discovered that perceived usefulness substantially impacts system utilization intention (Grover et al., 2019; Iriani & Andjarwwi, 2020). The researcher, therefore, examines the following hypothesis:

H_3: Perceived usefulness has a significant effect on customer satisfaction.

2.4 Perceived Ease of Use and Customer Satisfaction

Davis, Bagozzi, and Warshaw (1989) define perceived ease of use (PEOU) as the degree to which a person believes using a particular system will be simple. The theory of reasoned action (TRA) asserts that cognitive factors govern behavior, which can be measured by predicting behavioral intentions. Moreover, the Technology Acceptance Model (TAM) postulates that perceived simplicity of use determines an individual's intention to use technology (Davis, Bagozzi, & Warshaw, 1989) and is regarded as a critical factor in user acceptance (Grover et al., 2019; Choudhury & Raj 2022).

Venkatesh & Davis (2000) found that enhanced consumer perceived ease of use (PEOU) led to improved performance because it had a positive impact on perceived usefulness (PU). Prior marketing literature affirms a significant positive correlation between usability and perceived usefulness (PU) online (Tuncer et al., 2020). Prior research has also discovered a positive relationship between perceived ease of use (PEOU) and a positive attitude or satisfaction (Yang & Wang 2019) among individuals' perceived ease

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of use, perceived utility, and intentions in the context of e-learning (Choudhury & Raj 2022).

According to Tahar et al. (2020), perceived simplicity of use is the belief that using a particular system will be effortless. Users' perceptions of a system's usability are reflected in its simplicity. Customers are more likely to use online banking if the process is straightforward. Internet banking must be easy to understand and use (Wang & Rhemtulla, 2021). Extensive research has shown that perceived simplicity of use substantially affects perceived usefulness and intent to use the system (Iriani & Andjarwati, 2020). The researcher, therefore, examines the following hypothesis:

H4: Perceived ease of use has a significant effect on customer satisfaction.

2.5 Customer Satisfaction and Intention to Use

Several researchers have defined customer intention as the likelihood of consumers purchasing products or services from the same store/firm and sharing their user experiences with their peers (Ozkan et al., 2020). Customer intent is vital because businesses can spend less on marketing to retain existing customers than to acquire new ones (Ozkan et al., 2020). Maintaining long-term customer relationships is essential for service companies to acquire a competitive edge (Lv & McCabe, 2020). Various factors and methodologies have been used in prior research to measure and evaluate purchase intent. Ozkan et al. (2020) utilized intention and word-of-mouth, while Tuncer et al. (2021) utilized loyalty, transition, par more, and external and internal responses.

Chang et al. (2020) define customer satisfaction as an organization's ability to provide service performance that exceeds the customer's expectations after the customer has ingested the product or service. According to Kalini et al. (2021), consumers experience cumulative satisfaction after interacting positively with a product or service. The authors classify gratification into two categories: transactional and general. While the former refers to contentment after a specific service encounter, the latter describes consumers' overall rating of the service or product based on prior experiences (Kalini et al., 2021). According to Gogoi & Jyoti (2020), positive disconfirmation occurs when customer expectations are met and exceeded. Customers are satisfied when their expectations are met, while they are dissatisfied when they are not met but still have a positive impression of the performance. Saad et al. (2020) define customer satisfaction as output and process aspects.

According to the output definition, customer satisfaction is a cognitive or mental state in which consumers believe they have been adequately or inadequately compensated. The consumer is satisfied when their experience meets or exceeds their expectations. Thus, customer gratification is contingent upon consumer evaluation (Saad et al., 2020). To satisfy customers, retailers must comprehend their purchasing motivations (Yokoyama et al., 2021). Some motivations for consumer purchasing cited by

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Yokoyama et al. (2022) are task-oriented, while others are activity-oriented, and include shopping to escape daily routines, learning about trends and new products, and bargaining for fun. According to the preceding definitions, customer satisfaction results from a customer's evaluation of the quality of the service received about their expectations. In addition, prior research has demonstrated a positive correlation between customer satisfaction and intention (Mensah & Mensah, 2018; Shahid Iqbal et al., 2018; Xu, 2017). Hence;

H5: customer satisfaction significantly affects the intention to use booking mobile apps.

2.6 The Mediating Role of Customer Satisfaction

(Kock, 2022) defines satisfaction as an affective consumer condition resulting from a comprehensive evaluation of all aspects of the consumer relationship. Consumers will be satisfied if they perceive that the website meets the required integrity, altruism, and expertise (Kock, 2022). Thus, according to this study, customer satisfaction moderates the relationship between perceived usefulness, perceived ease of use, and intent to use booking mobile applications.

In the meantime, Dandis et al. (2021) suggested that customer satisfaction could be a moderating variable. Although some studies (Parasuraman et al., 1996; Tuncer et al., (2021) argue that there is a direct relationship between service quality and behavioral intentions, the majority of studies (Khalifa et al., 2021) demonstrate that service quality influences behavioral intentions through customer satisfaction. Tan et al. (2021) found that employment mediates the relationship between the quality of e-services and behavioral intention. The researcher formulated the following hypotheses to investigate the potential mediating variable of consumer satisfaction.

The relationships between the variables proposed in this study have been demonstrated by prior research. Jumaan et al. (2020) found that satisfaction mediates the relationship between usefulness and intention concerning electronic commerce. Bogicevic et al. (2017) investigated airport SST perceptions and found that airport SST positively affects passenger satisfaction. In addition, (Su et al., 2015; Tarofder et al., 2016) investigate the role of satisfaction as a moderator between antecedent variables and intention. This investigation proposed the following hypotheses based on the literature:

H6: Customer satisfaction mediates between perceived usefulness and intention to use booking mobile apps.

H7: Customer satisfaction mediates between perceived ease of use and intention to use booking mobile apps.

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3. RESEARCH GAP

Despite abundant research on altering behavior, there are still unanswered questions. According to Wang et al. (2012), many variables that explain the phenomenon of consumer intention in the context of mobile services remain unidentified for future research. They claimed that additional factors explaining intention, precisely technology acceptance behavior, were necessary to investigate the relationship to advance economic research in this crucial sector (Pittalis, 2021). As a result, we discovered that previously unexamined variables, such as ease of use and perceived utility, could be added to the original TAM model to examine their effect on intention. Maqableh et al. (2021) proposed that service quality could further explain customer intention when satisfaction mediates. These two factors are related to Agyei et al.'s (2020) seven staying reasons in that customers' decision to remain with their service provider was influenced by their relationship connections with the service provider and their trust (Agyei et al., 2020). The role of consumer satisfaction and relationship trust were additional factors overlooked in previous research. Therefore, it is necessary to investigate additional variables within Jordan's relational booking mobile app services.

Despite recent research efforts to address technology acceptance and e-mobile adoption intention, especially in the context of developing economies (Kimiagari & Baei, 2021), a literature review revealed that these efforts were primarily concentrated on specific regions, such as Asia, Latin America, and Africa. It was discovered, however, that developing countries in the Middle East continue to lack such studies, indicating that this region of the world has not yet received sufficient attention from researchers and that technology adoption remains an unexplored research area in these countries (Rawwash et al., 2020).

Alalwan et al. (2017) report that Jordanian hotels progressively adopt technological hotel services, but coverage is limited to major cities. Alalwan et al. (2017) stated that the recent trend in the service industry and application development necessitates research into the antecedent factors that influence consumers' intent to use booking mobile apps and the consequential impact on the economy. The critical success factors influencing intent have emerged as a current study topic. Consequently, it is believed that Jordan's service sector took the issue of foreign investment trends and e-technology adoption more seriously between 2012 and 2013.

The most prevalent theme of mobile applications is the automated service platform through the service delivery of automated devices, such as booking (Qalati et al., 2021). Consequently, consumer satisfaction is regarded as one of the most significant dimensions of intent to use mobile booking apps as a mediator variable (Anand, 2020). However, the research found no literature considering customer satisfaction as a mediator in the relationships that quantify service sector intention. The literature on measuring and conceptualizing customer satisfaction emphasizes antecedents instead of

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intervening factors (Qalati et al., 2021). The scant literature that identifies the essential benefit of the TAM model as intention-determining factors does so in general rather than for the service industry. Consequently, the lack of literature on the determinant of hotel customer intention has created a knowledge gap, necessitating comprehensive studies to cover it.

3.1 Theoretical Framework

The Technology Acceptance Model (TAM), marketing mix theory, and SERVQUAL model form the basis for this study. This study investigates the relationships between service quality, perceived usefulness, perceived ease of use, customer satisfaction, and the intention to use mobile phone services among booking mobile app users.

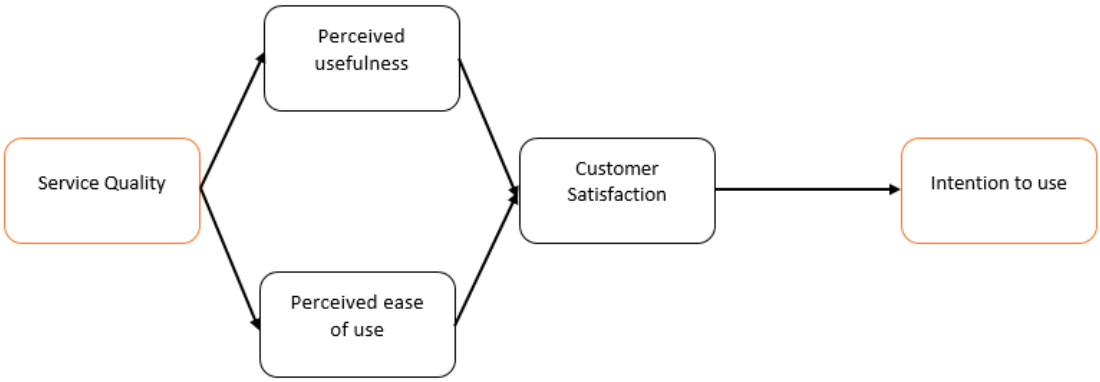

Figure 1. Theoretical Framework

4. RESEARCH METHODOLOGY

Based on the formulation of theoretical hypotheses, this study aims to validate the proposed model. Eventually, questionnaires were utilized as a data collection instrument. The research questionnaire and questions were developed after a comprehensive literature review, and the wording of the questions was modified to suit the context of the mobile application. For all non-demographic inquiries, the questionnaire included five-point Likert scale questions with anchors ranging from strongly disagree to agree strongly. Each construct of perceived simplicity of use and perceived utility was measured with a four-item scale. Five, six, and seven items were used to measure service quality, customer satisfaction, and intent to use, respectively (Lee et al., 2022). Five hundred fifty online questionnaires were disseminated randomly in Amman, the capital city, from November to December 2021, and 400 usable questionnaires were returned.

Consequently, 72.7% of those queried responded. The minimal age of the target demographic of 25-year-olds who can use booking apps was 25. To investigate the

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effects of variables on the intention to use mobile booking applications in Jordanian hotels, an exploratory factor analysis was conducted with SPSS Statistics 22, and a confirmatory factor analysis was conducted with Amos 24. Loading factors, average variance extracted, composite reliability, and squared correlations were calculated to confirm the measured constructs' internal consistency, reliability, and validity.

5. RESULTS

This investigation utilized AMOS Version 24 and the SPSS program as analysis tools. AMOS is a suitable program for evaluating the model of the present study, particularly for evaluating the mediation effect, as suggested (Thuy et al., 2021; Preacher, 2015). Several methodologies were implemented, beginning with data preparation in SPSS and concluding with the Structural Equation Model (SEM) for estimating hypotheses results.

As Hair et al. (2017) recommended, confirmatory factor analysis (CFA) was utilized to examine the constructs of the current study. CFA can investigate construct validity. Nonetheless, issues of dimensionality, convergent, and discriminant validity were provided by executing CFA on the current study's measures. The results of the CFA indicated that the model of the present study is appropriate, providing a foundation for continuing to complete the second stage of analysis, as shown in Table 1. In addition, the results of the CFA indicated that the standard method variance does not exist, providing additional support for continuing the current research analysis.

Table 1. Goodness Fit of the 5-Construct Model

Goodness-of-fit indices	**Acceptable value**
Chi-square (X2) = 765.392	*df* = 262, p<.001,
GFI=.859	When the returned value is come up to 1, indicating maximum model fit
NFI = .908	When the returned value is come up to 1, indicating maximum model fit
CFI = .937	When the returned value is come up to 1, indicating maximum model fit
TLI = .922	When the returned value is come up to 1, indicating maximum model fit
RMSEA =.072	Values < .08 indicate a good fit
CMIN/DF =2.921	The returned values should be more than 1 and less than 5
Abbreviations: degree of freedom: df; Goodness-of-fit indices: GFI; Normed Fit Index: NF; comparative fit index: CFI; Tucker-Lewis index: TLI; root mean square error of approximation: RMSEA; Relative Chi-square: CMIN/DF.	

Source for acceptable values from Mia, Majri, and Rahman (2019)

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As Mueller and Hancock (2019) recommended, the loaded item values of the present study, which were generated from CFA, were greater than 0.50 to achieve convergent and discriminant validity; as shown in Table 2, all items were fully loaded. Thus, convergent and discriminant validity have been achieved. The mean and standard deviation were calculated to evaluate the normality and skewness of the current study responses. According to Table 2, the current study's data are typically distributed based on the mean and standard deviation. Moreover, the reliability and validity of the research constructs were estimated by computing Cronbach's alpha () for each construct to ensure internal consistency. According to Bougie and Sekaran (2019), a high-reliability rank is indicated when the retrieved value is equal to or greater than (0.70).

Table 2. Mean and Standard Deviations of the Research Constructs

	Items	Loaded items value	Alpha	Mean	Std. Deviation
PEOU	PEOU_1	.77	.925	3.1251	.80687
	PEOU_2	.80			
	PEOU_3	.81			
	PEOU_4	.78			
SERVQI	SERQI_1	.66	.889	2.6401	.55054
	SERQI_2	.78			
	SERQI_3	.78			
	SERQI_4	.84			
	SERQI_5	.83			
PU	PU_1	.71	.905	2.9789	.76964
	PU_2	.85			
	PU_3	.76			
	PU_4	.86			
ITU	ITU_1	.69	.953	3.6808	.89416
	ITU_2	.80			
	ITU_3	.82			
	ITU_4	.87			
	ITU_5	.82			
	ITU_6	.88			
	ITU_7	.89			
CS	CS_1	.83	.767	3.3761	.63706
	CS_2	.81			
	CS_3	.83			
	CS_4	.70			
	CS_5	.73			
	CS_6	.73			

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Estimating the discriminant validity of the research constructs was a crucial step in the analysis phase. It was based on the composite reliability (CR), average variance extracted (AVE), and the square root of each construct. According to (Hair et al., 2017), the CR and AVE values must equal or greater than 70% and 50%, respectively. In addition, discriminant validity was established when the square root of AVE was more significant than the correlation values between constructs. In addition, as demonstrated in Table 3, the correlations were less than the square root of the average variance extracted by the indicators, demonstrating excellent discriminant validity between these factors (Liu & Wang, 2020). The discriminant validity of the current research model has thus been demonstrated. As a result, we are in a solid position to conduct the final stage of our analysis, which is the SEM of the research hypothesis.

Table 3. Discriminant Validity of The Current Research Model

	CR	**AVE**	**ITU**	**PEOU**	**SERVQI**	**PU**	**CS**
ITU	0.938	0.685	**0.827**				
PEOU	0.881	0.650	0.411	**0.806**			
SERVQI	0.884	0.606	0.346	0.277	**0.778**		
PU	0.875	0.638	0.496	0.426	0.355	**0.799**	
CS	0.889	0.574	0.083	0.148	-0.045	0.168	**0.758**

Relying on the measurements mentioned above, the current research carries on in the analysis process through entailing SEM to evaluate the direct and indirect effect of constructs. The hypotheses findings of the current study were computed as provided evidence in Table 4. As hypothesis 1 stated in the current research, the findings indicated that SERVQI had a significant direct influence on PU ($\beta = 0\ .516$, $p < 0.01$). Thus, the first hypothesis provides empirical support. Moreover, the results provided that SERVQI had a significant direct influence on PEOU ($\beta = 0\ .403$, $p < 0.01$), as stated in the second hypothesis of the current research. Therefore, the second research hypothesis also provides empirical support. In addition, PU had a significant direct influence on CS ($\beta = 0\ .124$, $p < 0.05$), as mentioned in the third hypothesis.

Table 4. Hypotheses Findings of The Current Research Model

IV	**DV**	**Estimate**	**SE.**	**CR.**	**P**	**Result**
SERVQI	**PU**	0.516	0.068	7.629	***	Supported
SERVQI	**PEOU**	0.403	0.073	5.488	***	Supported
PU	**CS**	0.124	0.046	2.673	0.008	Supported
PEOU	**CS**	0.098	0.044	2.22	0.026	Supported
CS	**ITU**	5.558	1.438	3.866	***	Supported
Abbreviations: Independent variable: IV; Dependent variable: DV						

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The third hypothesis also provides empirical support. Furthermore, PEOU significantly influenced CS (β = 0 .098, p <0.05), as mentioned in the fourth hypothesis. Accordingly, the fourth hypothesis provides empirical support. Finally, CS significantly influenced ITU (β = 5.558, p <0.01), as mentioned in the fifth hypothesis. Accordingly, the fifth hypothesis provides empirical support.

To calculate the indirect effect of the research model, the sample was maximized to reach (n=5000) with a confidence interval (CI) of 0.95 for computing the mediation role of PU, PEOU, and CS on ITU as recommended (Preacher et al., 2015). The results indicated the indirect effect of PU through the CS path on ITU (β= .356, 95% CI = .176, .566) and PEOU through the CS path on ITU (β= .220, 95% CI = .082, .435) are critical. Therefore, hypotheses 7 and 8 provide empirical support, as depicted in Table 5.

Table 5. The Research Findings of Bootstrapped Mediation

IV	MDV	DV	IE	CI Low	CI High	p
PU	**CS**	**ITU**	.356	.176	.566	.001
PEOU	**CS**	**ITU**	.220	.082	.435	.009
Abbreviations: Mediator Dependent Variable: MDV; Indirect Effect: IE						

6. DISCUSSION OF RESULTS

The results of the current study revealed that the SERVQI of booking mobile apps had a direct and positive effect on the PU of booking mobile apps in Jordanian hotels. The significance of the first hypothesis's result indicates a positive attitude toward the service quality of mobile apps for hotel booking in Jordan. Increased PU of booking mobile apps in Jordanian hotels will result from a higher level of service quality of booking mobile apps. The first hypothesis was supported by trends consistent with previous research (Davis, Bagozzi, & Warshaw, 1989; Enas, Abdul Aziz, Ghaith, Puspa, & Abdul Malek, 2018). Similar to the first hypothesis, the results of the most recent study regarding the second hypothesis revealed that SERVQI of booking mobile apps had a significant direct effect on the PEOU of booking mobile apps in Jordanian hotels. This result implies that policymakers of booking mobile apps in Jordanian hotels must continue prioritizing the booking mobile apps' usability. Increased PEOU for booking mobile apps in Jordanian hotels will result from a higher service quality for reserving mobile apps. Current research outcomes are consistent with those of previous studies (Vahdat et al., 2021). In addition, the current study's third hypothesis revealed that PU of booking mobile apps substantially and directly influenced CS of booking mobile apps.

The explanation for this result suggests that users of booking mobile applications will be more content when they perceive that these applications maximize their benefits. Specialists in mobile app development for bookings may pay more attention to designing the applications to maximize customer benefits. The third hypothesis was supported by prior research (Choudhury & Raj, 2022). The fourth hypothesis was supported by the

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fact that the PEOU of booking mobile apps significantly influenced the CS of booking mobile apps in Jordanian hotels. These results expect that developers, system analysts, and professionals involved with booking mobile applications will be able to satisfy users' needs to obtain their satisfaction with booking mobile application usage. The results of the fourth hypothesis were consistent with prior research (Choudhury & Raj, 2022). In addition, the results of the fifth hypothesis supported the notion that the CS of booking mobile apps had a significant and direct effect on the ITU of booking mobile apps in Jordanian hotels. These results imply that specialists in the development field of booking mobile apps should always prioritize users' satisfaction, which leads to their continued use of these apps and is supported by previous research (Mensah, 2018; Shahid Iqbal et al., 2018; Xu, 2017).

As a novel contribution to this field of study, the authors offer an alternative method to comprehend the role of CS as a mediator between PU, PEOU, and ITU via various paths. Our research contributes to estimating the impact of PU, PEOU, and CS on the degree of mobile app bookings. The authors believe the high degree of benefits, advantages, and returns associated with booking mobile apps for users will increase their usage. Specifically, the analysis of the current study provides a new method for determining the level of booking mobile app usage through various paths dependent on SERVQI; this will result in the booking mobile apps remaining more efficient.

7. CONCLUSION

Even though studies in the literature have contributed to a greater understanding of the primary drivers of service quality, there is still a need to develop a suitable theoretical framework based on the perspectives of customers that is capable of encapsulating the most influential factors on customers' intentions to adopt Jordanian hotel services. Therefore, the author of this study attempted to fill the void by devising a concise conceptual model to shed light on customers' adoption of hotel booking services. In addition, prior research has demonstrated a positive relationship between the study variables but not the mediating role of consumer satisfaction. Future research should evaluate the research model in other industries to help confirm the results and validate the customer characteristics included in the model.

8. RESEARCH IMPLICATIONS

This study has theoretical and practical implications; first, it presents the findings of a comprehensive literature review that examines the role of service quality in Jordanian hotel booking mobile applications. The study also provides a conceptual model derived from a review of the relevant literature, specifically those factors that influence customer satisfaction with hotel services in Jordan. Researchers are anticipated to utilize the model to better understand service issues and consumer satisfaction in the app service field. The model also has implications for the developers of mobile services as a guide for

determining which factors have an impact from the consumers' perspective. Consequently, this can improve service quality and generate value for consumers and service providers.

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